



KSHB-TV

ORDER

Print Date 10/22/12

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Flight Dates **10/23/12-10/24/12**

Contract / Revision **315489 / SPENC-Spence for MO Governor 2**

Original Date / Revision
10/22/12 10/22/12

Advertiser **Spence / Republican / Gove**

Agency **Smart Media Group**
Buying Contact
814 King Street - Suite 400
Alexandria, VA 22314-3039

Agency **Smart Media Group**

Buying Contact

814 King Street - Suite 400
Alexandria, VA 22314-3039

Product

Agency Com 15%

Billing Contact

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **C23C24**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	14	\$3,157.75	\$3,715.00	0.00	10/01/12	10/24/12	14	\$3,157.75	\$3,715.00
Totals	14	\$3,157.75	\$3,715.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/23/12	10/24/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	- 11 - - - -	:30	2	\$40.00	P-3	0.00 NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 11 - - - -		2		\$40.00		0.00				
N 2	KSHB	10/23/12	10/24/12	M-F 3-4p Jeff Probst show	CM	3-4p	- 11 - - - -	:30	2	\$50.00	P-3	0.00 NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- 11 - - - -		2		\$50.00		0.00				
N 3	KSHB	10/23/12	10/24/12	M-F 4-430p Jeopardy	CM	4-430p	- - 1 - - - -	:30	1	\$125.00	P-3	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - 1 - - - -		1		\$125.00		0.00				



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Contract / Revision **315489** Flight Dates **10/23/12-10/24/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:30:00

Advertiser **Spence / Republican / Gov** Product **SPENC-Spence for MO Gov** Estimate # **C23C24**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KSHB	10/23/12	10/24/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	--W----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$600.00	0.00							
N 6	KSHB	10/23/12	10/24/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	-11----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-11----	2		\$300.00	0.00							
N 7	KSHB	10/23/12	10/24/12	M-F Late News M-F Late News	CM	10-1035p	--1----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	--1----	1		\$900.00	0.00							
N 8	KSHB	10/23/12	10/24/12	M-F 630-7p M-F 630-7p	CM	630-7p	--W----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$1,100.00	0.00							
N 9	KSHB	10/23/12	10/24/12	M-F 10-11a M-F 10-11a	CM	10-11a	-11----	:30	2	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-12----	3		\$50.00	0.00							
N 10	KSHB	10/23/12	10/24/12	M-F 2-3p M-F 2-3p	CM	2-3p	-TW----	:30	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	-TW----	1		\$60.00	0.00							
Totals														14	\$3,715.00